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ECONOMIC ABSTRACTS

SEMI-MONTHLY REVIEW OF ABSTRACTS ON ECONOMICS,
FINANCE, TRADE, INDUSTRY, FOREIGN AID, MANAGEMENT,
MARKETING, LABOUR



MARTINUS NIJHOFF/THE HAGUE/NETHERLANDS

ECONOMIC ABSTRACTS

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3 SOCIAL SCIENCES

325.11 MIGRATION WITHIN A COUNTRY

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LEUSMANN, C. Wanderarbeit im Sudan Afrikas, ein soziographisches Problem. 5 p. A5 (Zeitschrift für Wirtschaftsgeographie, Hagen, no. 8, 1972, p. 244, Lit. opg.).

Der ländlich-afrikanische Bevölkerungsdruck stellt in Rhodesien und Sambia eine heute wesentliches Mobilitätskriterium dar. Veränderte Lebensbedingungen und Ausstrahlung der grossen modernen Zentren. Die Afrikaner werden zu einer Arbeitsaufnahme im europäischen Sektor veranlasst, aber doch eben nur als Wanderarbeiter. Nahrungsmittelmangel als Folge Ueberbevölkerung und Landknappheit in den Reservaten. Anpassung des Arbeitsmarktes an die Eigentümlichkeiten des Wanderarbeiterstums, Integrations- und urbanisations feindliche Atmosphäre in der Süd-afrikanischen Republik.

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330 THEORETICAL ECONOMICS

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RICHTER, R., U. SCHLIEPER und W. FRIEDMANN. Makroökonomik; eine Einführung mit einem Beitrag von J. Ebel. Berlin/Heidelberg, Springer 1973, 653 p. A5, Grafn. Lit. opg. Tabn. 03/73 R.E. (DM 38,-). ISBN-3-540-05902-4.

Ein Hochschultext post-Propädeutik. Elementare Ueberlegungen. Marktgleichgewicht für ein Gut. Volkswirtschaftliche Gesamtrechnung. Das Grundmodell der Beschäftigungstheorie: Allgemeine Ueberlegungen, Arbeitsmarkt, Guernmarkt, Geldmarkt, spezielle Gleichgewichtszustände und Anpassungsprozesse. Internationale Wirtschaftsbeziehungen. Geld- und Fiskalpolitik in der Praxis. Ein Beispiel aus der Bundesrepublik. Aufgaben. Mathematischer Anhang.

T 2616

330.1

MORGENSTERN, O. Thirteen critical points in contemporary economic theory; an interpretation. 27 p. A5 (Journal of economic literature, Evanston, no. 4, December, 1972, p. 1163, Fign. Lit. opg. Tabn.).

Control of economic variables. Revealed preference theory.

Pareto optimum. Tatonnement. Walras-Pareto fixation. Allocation of resources. Substitution. Demand and supply. Indifference curve analysis. Theory of the firm. Back to Cantillon-macroeconomics. Personal and functional distribution. Theory relevance. T 2617

330.115.001.57 ECONOMETRICAL MODELS

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WOLTERS, J. Spektralanalytische Schätzung linearer dynamischer Systeme. Meisenheim am Glan, Hain, 1973, 106 p. A5. Bibliogr. Grafn. Tabn. (Wirtschaftswissenschaftliche Schriften, Heft 8). 02/73 R.E. (DM. 15,-). ISBN-3-445-00997-X.

Ein Beitrag zur Schätzung ökonomischer verteilter Lag-Modelle (Koyck, Nerlove, Hannan): die Eigenschaften der Schätzfunktionen bei kleinen Stichproben. Lag-Verteilungen in der Ökonometrie: ein Ueberblick. Bestimmung der Regressionskoeffizienten bei gegebenen stochastischen Prozessen. Konstruktion von Schätzfunktionen, und asymptotische Eigenschaften. Eigenschaften der Schätzfunktionen bei einer endlichen Anzahl von Beobachtungen: eine Monte Carlo Untersuchung (endliche und unendliche Reaktionszeit). Vergleich der Eigenschaften beider Verfahren. (Bibliogr. 9 p.). T 2618

330.141 CAPITAL FORMATION

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BURMEISTER, E. and S.J. Turnovsky. Capital deepening response in an economy with heterogeneous capital goods. 12 p. A5 (The American economic review, Evanston, no. 5, December, 1972, p. 842, Grafn. Lit. opg.).

The authors demonstrate that the "Cambridge (U.K.) approach", concerning capital deepening across alternative steady state equilibria in terms of the change in the value of the per capita capital stock, does not generalize the results of the one-sector model. A. propose an alternative definition which is not only consistent with the conventional concept of capital deepening response in one-capital good models but also is intimately related to the phenomenon of paradoxical consumption behavior. T 2619

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HUMANISIERUNG der Arbeit als gesellschaftspolitische Aufgabe; von H.O. Vetter, W. Fricke, O. Mickler, u.A. (Westdeutschland), 60 p. A5 (Gewerkschaftliche Monatshilfe, Köln/Deutz, no. 1, Januar, 1973. Lit. opg.).

H.O. Vetter, Humanisierung der Arbeitswelt als gewerkschaftliche Aufgabe, W. Fricke, Zum Verhältnis von Arbeitswissenschaften und betrieblicher Personalplanung, O. Mickler, Zur Bedeutung von technischem Wandel und Arbeitsorganisation für die Arbeitsgestaltung, G. Lemnisky, Arbeitsgestaltung als Lernprozess, M. Helfert, Probleme und Gefahren der Arbeitsgestaltung, H. Schmidt, Menschengerechte Gestaltung der Arbeit und der Beschäftigung.

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331-053,7 YOUTH EMPLOYMENT

(5/9) 331-053,7 331,61 331,86

YOUTH training and employment schemes in developing countries; a suggested cost-benefit analysis; publ. by the International labour office, Geneva, 1972, 109 p. A5, Bibliogr. Tabn. 02/73 R.E. (Zw.frs. 10,-).

The aim of this work is to suggest a workable method of calculating the social costs and benefits of youth training and employment schemes in developing countries. The method should be suited to the information usually available in such countries. Case studies illustrate the method, I. Training, II. Production, III. Land settlement. Appendices of tentative assessments of 2 case studies. (Kenya, Ceylon).

T 2621

332 BANKING, CURRENCY, FINANCE

332.1 BANKING, BANKS

(493) 332,1 330,115 332,402,2 33:9

RITZMANN, F. Die Schweizer Banken; Geschichte-Theorie-Statistik; hrsg von der Universität Zürich; Institut für schweizerisches Bankwesen und der Hochschule St. Gallen; Institut für Bankwirtschaft, Bern/Stuttgart, Haupt, 1973, 387 p. A5, Bibliogr. Graf, Tabn. (Bankwirtschaftliche Forschungen, Bd. 8), 03/73.

R.E. (DM, 58,-). ISBN-3-258-02038-8.

Ein monographischer Versuch das historisch Gewordene theoretisch zu analysieren. I. Zusammenfassende Wiedergabe der Ergebnissen der historischen Forschung (bis 1850, 1850-1880, 1880-1968). II. Theorie, Die Bank als Unternehmung (Kreditorganisation, als Produktionsmittel, das Risiko-Geschäft). Die Liquiditätsstruktur der Schweizer Banken (das theoretische Modell; die empirische Schätzung). Das Wachstum des Bankensektors (der Bankensektor; der Kreditmarkt; die Wachstumsfunktion des Bankensektors). III. Statistik, (teils neu; Bankenchronik). (Bibliogr. 13 p.).

T 2622

332.4.001,7 MONETARY POLICY

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TRAPP, P. Geldmenge und wirtschaftliche Aktivität; der Zusammenhang zwischen Geldmenge, Nachfrage und Preisen (Westdeutschland), 12 p. A4 (W.S.I. Mitteilungen, Köln/Rh., no. 2, Februar, 1973, p. 63. Graf, Lit. opg.).

Fiskalisten und Monetaristen, Geldmenge, Bestimmungsgründe der Geldnachfrage, Bestimmungsfaktoren des Geldangebots, Inländische Nachfrage, Geldmenge und Bargeldumlauf, Geldmenge und Preise, Flexibler Wechselkurs.

T 2623

332,422,2; 332,453,2 INTERNATIONAL LIQUIDITY

332,422,2; 332,453,2

TRIFFIN, R. Prospects for international monetary reform. 6 p. A4 (The Banker, London, no. 564, February, 1973, p. 133).

Acceleration of the adjustment process. Composition of reserves and settlements. Future allocation of S.D.R.'s. Controls over destabilizing capital movements.

T 2624

332,453 INTERNATIONAL EXCHANGE, INTERNATIONAL PAYMENTS

(4) (73) 332,453 330,115,001,57

MAKIN, J.H. Demand and supply functions for stocks of Euro-dollar deposits: an empirical study, 11 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 4, November,

1972, p. 381. Lit. opp. Tab.).

A study of the market for European dollar deposits, concentrating upon the factors affecting the demand for a stock of Euro-dollar deposits to hold (as money or near-money). Quarterly data from 1964-III through 1970-IV are employed to obtain parameter estimates for scale and substitution arguments in a stock demand function, as well as to obtain an estimated equation for the stock of dollar claims produced by Euro-banks. The results suggest that the functions are stable, and that 40% of the growth in the deposits 1964-1970 was due to the multiple deposit expansion process. T 2625

332,453.4 FOREIGN CREDITS, INVESTMENTS, LOANS
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(72) (73) 332,453.4
JOHNSTON, R.D. Should the Mexican Government promote the country's stock exchange. 16 p. A5 (Inter-American economic affairs, Washington, no. 3, 1972, Winter, p. 45, Tabn.).

Survey to ascertain views of American businessmen on U.S. economic policy in Latin America (L.A.). Profile of respondents. Position of respondents in company. Type of Latin American investment. Business community assesses economic nationalism. Salience of problems confronting U.S. investors in L.A. Safeguarding the investor. Most effective means to protect U.S. interest. Hickenlooper amendment illusory protection. Joint ventures; reluctant popularity. Basic clash of perceptions over the costs and benefits of foreign investment to the developing countries. T 2626

(73) 332,453.4 351.82
STANLEY, M.T., and J.D. Stanley. The impact of U.S. regulation of foreign investment. 9 p. A4 (California management review, Berkeley/Los Angeles, no. 2, winter, 1972, p. 56, Lit. opp.).

Since 1968, U.S. multinational companies have been operating under compulsory governmental restrictions upon foreign direct investment. This study investigates to what extent the imposition of these regulations led firms to depart from traditional corporate financing policies or techniques, and what relationship this reaction had to evolution and change in the money and capital markets, specifically, the Euro-dollar and

Eurobond markets. Alternative capital costs. Use of a conversion feature. Influence of an on preemptive rights. Capital structure and leverage factor. T 2627

332,453.5 CAPITAL FLOW

332,453.5 658.15
MUELLER, R.K. Venture capital movement. 23 p. A4 (Industrial marketing management, Amsterdam, no. 1, October, 1972, p. 1. Lit. opp.).

This study examines the venture capital movement and investigates how it is different from other types of financing. Venture capital defined. Sources and uses of venture funds. Trends attributing to the rise of the venture capital industry. Venture capital pioneers. A detailed description of current trends in the venture capital movement in the U.S., Latin America, Western Europe, the Middle East, South Africa and the Far East. (Resume en francais; deutsche Zusammenfassung). T 2628

332.67 CAPITAL INVESTMENT. INVESTMENT POLICY
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(83) 332.67 330,115,001,57
BEHRMAN, J.R. Sectoral investment determination in a developing economy (Chile). 17 p. A5 (The American economic review, Evanston, no. 5, December, 1972, p. 825, Bibliogr. Tabn.).

The author reports on attempts to estimate sectoral real physical capital investment functions from time-series data for the developing economy of postwar Chile. "Putty-putty" and "putty-clay" investment models. Annual real gross physical capital sectoral investment in Chile, 1945-1965: range, mean, standard deviation, and percentage of total investment. Estimates of annual real gross physical capital sectoral investment functions for Chile: putty-putty-model 1945-1965. T 2629

(436) (437) (497.1) 332.67 338,972
NESVERA, V. Investitionen in Oesterreich und in der Tschechoslowakei; hrsg. vom Oesterreichischen Institut für Wirtschaftsforschung; Abteilung Internationale Wirtschaftsvergleiche. Wien/New York, Springer, 1971. 167 p. A5, Bibliogr. Graf.

Tabn, (Studien über Wirtschafts- und Systemvergleiche, Bd. 1. Mit einem Beitrag aus jugoslawischer Sicht von D. Dubravcic. Summary in English). 02/73 R.E. (DM 27,50). ISBN-3-211-81030-7.

Eine wirtschaftsvergleichende Studie. Charakteristik der Volkswirtschaften, Investitionen: Gesamtvolumen, und Struktur nach Wirtschaftsbereichen (1950-1967), Produktion und Faktorkombinationen nach Wirtschaftsbereichen, Kapital (Grundfonds), Kapitalkoeffizienten und Kapazitätsauslastung. Vergleich mit anderen Ländern, Das Gesamtbild: Investitionen, Wachstum und Gleichgewicht, Ein Beitrag aus jugoslawischer Sicht, (u.a. eine vergleichende Gesamtcharakteristik, und die Struktur der Brutto-Anlageinvestitionen nach Wirtschaftsbereichen). (Summaries in English). T 2630

332.67 332.63 658.155

ZINBARG, E.D. Modern approach to investment risk, 12 p.A4 (Financial executive, Brattleboro, no. 2, February, 1973, p. 44. Graf.).

Modern risk theory, supported by intensive empirical research, has the potential for significantly altering traditional ways of carrying out the business of investment. It may provide a framework superior to anything we have had until now for setting investment objectives, for establishing policies for implementing these objectives, and for measuring the performance of investment managers. Key elements of rate of return, Defining investment risk, Measuring investment risk, Practical applications of modern risk theory. T 2631

334 CO-OPERATION. CO-OPERATIVE SOCIETIES

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THEMEYER, TH. Grundsätze einer Theorie der Gemeinwirtschaft, zusammengestellt nach Vorträgen, die in der Schule der Bank für Gemeinwirtschaft in Emmershausen gehalten worden sind; hrsg. von der Bank für Gemeinwirtschaft AG, Frankfurt a/M., 1970, 40 p. A5 (Schriftenreihe Gemeinwirtschaft, Nr. 3), 02/73, Gr. Utg.

I. Die Geschichte der Gemeinwirtschaftstheorie. Die Gemeinwirtschaftsdiskussion seit dem Zweiten Weltkrieg, die Geschichte der Theorie, der Kriegsstaatssozialismus, der Kooperationsismus. II. Die Theorie der Gemeinwirtschaft (der Be-

griff, Exkurs über einige philosophische Aspekte, Konkretisierung von "Gemeinwirtschaftlichkeit"). T 2632

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(73) 336.2 351.713

RENDELL, R.S. United States income taxation of foreign governments, international organizations and their employees. 14 p. A5 (Bulletin for international fiscal documentation, Amsterdam, no. 12, December, 1972, p. 448. Lit. opg.).

Basic rules for taxing foreigners, Foreign governments - the case of Louis Vial, International organizations, International Organizations Immunities Act, Income tax consequences, tax exemption under section 892 of the Code, Employees of foreign governments or international organizations, Eligible employees, Impact of tax treaties, Appendix. T 2633

(44) 336.215

RAPPORT du conseil des impôts (France). 154 p. A4 (Statistiques et études financières, Paris, no. 287, novembre, 1972, p. 1. Tabn.).

Constat de l'évolution de l'impôt sur le revenu. L'évolution du produit global de l'impôt, L'évolution de la répartition des revenus, L'évolution de la répartition de l'impôt sur le revenu entre catégories socio-professionnelles, Appréciation des régimes d'imposition par catégorie de revenus, Les traitements et salaires, Les bénéfices industriels et commerciaux, Les bénéfices non commerciaux, Les bénéfices agricoles, Les profits immobiliers, Les revenus des capitaux mobiliers, La reconstitution des revenus à partir des dépenses, Recherches sur l'évasion et la fraude en matière d'impôt sur le revenu. T 2634

337 PROTECTION AND FREE TRADE

337.4 EXPORT PROMOTION

(45) 337.4

KEBSCHULL, D. Italien; hrsg. vom Han-nurgischen Welt-Wirt-

schafts-Archiv, Hamburg, Verlag Weltarchiv, 1968, 137 p.
A5, Bibliogr. Tabn. (HWWA-Studien zur Exportförderung.
03/73, R.E. (DM, 42,60).

Der Autor analysiert das Exportförderungsinstrumentarium Italiens zum einen im Hinblick auf ihre exportfördernden Wirkungen und zum anderen hinsichtlich ihrer gesamtwirtschaftlichen Relevanz. Die Lage der italienischen Wirtschaft als Ursache der Exportförderungspolitik. Die klassische Exportförderung durch das italienische Aussenhandelsinstitut. Exportförderung durch staatliche Risikoversicherung. Staatliche Finanzierungshilfen zur Exportförderung. Das Zusammenwirken der Massnahmen, die gesamtwirtschaftliche Ausrichtung. Die Einbettung der Exportförderungspolitik, national und international. T 2635

337,9(4) EUROPEAN COMMON MARKET, EUROMARKET
See also: T 2667, T 2696

(4262) 337,9(4)
LEVI, M. La C.E.E. et les pays de la Méditerranée, 20 p. A5
(Politique étrangère, Paris, no. 6, 1972, p. 801. Tabn.).

Analyse d'un rapport récent de la Commission de Bruxelles sur la politique méditerranéenne de la Communauté et une décision prise peu après sur ce sujet par le Conseil des ministres de la C.E.E., élargie. Les implications politiques et les aspects économiques du problème sont également examinés dans ce contexte. La conclusion qui se dégage est que, en dépit des engagements politiques et stratégiques des Etats-Unis en Méditerranée, les intérêts économiques de l'Europe dans cette région du monde demeurent prépondérants et que "Malgré la Vie flotte, la Méditerranée est décidément plus proche de l'Europe que des Etats-Unis". T 2636

337,9(4) 338,89
BERG, H. Zur Funktionsfähigkeit der Europäischen Wirtschaftsgemeinschaft; hrsg. von der Universität Hamburg; Institut für europäische Wirtschaftspolitik, Göttingen, Vandenhoeck & Ruprecht, 1972, 150 p. A5, Bibliogr. (Wirtschaftspolitische Studien, Bd. 25). 02/73, R.E. (DM, 49,-).

Integration durch Wettbewerb in einem Gemeinsamen Markt. Voraussetzungen, Formen, und Konsequenzen integrationsinduzierter Wettbewerbsprozesse. Wettbewerbspolitik im Ge-

meinsamen Markt. Integration durch gemeinsame Politik der Mitgliedstaaten. Kommission und Rat im Willensbildungsprozess der E.W.G. Zur Leistungsfähigkeit der "Gemeinschaftsmethode". Integration durch Koordinierung der nationalen Wirtschaftspolitiken. Harmonisierungswiderstände. Eine Koordinierung der Konjunktur- und Währungspolitiken in der E.W.G. Entwicklungsperspektiven der E.W.G. (Bibliogr. - 9 p.). T 2637

(4) 337,9(4) 386/387 629,12
AICKEN, D., and J.H. Krietemeyer. E.E.C. and the future of the European shipbuilding and shipping industries. 13 p. A4
(Schip en werf, Rotterdam, no. 4, février 16, 1973, p. 63. Grafn. Lit. opg. Tabn.).

D. Aicken. Shipping. The reason why shipping is important to all the E.E.C. countries. The E.E.C. shipping vis-a-vis Japan and others. There is no Common market shipping policy at this date, but one can be formulated by unanimous. Cargo reservation. Pros and cons of shipbuilding overcapacity for the shipowner. No national feather-bedding. J.H. Krietemeyer. World shipbuilding capacity. Long term analysis of shipbuilding production in the world. Compensated tons. Speed of production. Appraisal of prognostic figures. Increasing shipbuilding capacity in Western Europe, and in the rest of the world. Shippairing. T 2638

337,9(4-11) COMECON

337,9(4-11)
BRABANT, J.M. VAN. The past decade's evolution of the C.M.E.A.'s old or new problems. 26 p. A5 (Documentation sur l'Europe centrale, Louvain, no. 4, 1972, p. 274. Fig.).

The organizational structure of the C.M.E.A. (Council for Mutual Economic Assistance) and the echelons introduced in the 1960's. Financial institutions. Common enterprises or ventures. International commissions and committees. Branch institutions. Principles and methods of socialist internationalism, cooperation and integration. Unsolved problems encountered in the gradual construction of an East-European Economic Union. The exogenous conditions for trade of the C.P.E.'s (Centrally planned economies). Drawbacks to the internationalization of the socialist economies. Developments with other countries. T 2639

337,9(4-11)

WASOWSKI, S, Economic integration in the Comecon. 20 p. A5 (Orbis, Philadelphia, no. 3, Fall, 1972, p. 760, Tab.).

Two opposing forces within the Comecon: one favors close economic cooperation and even centralization, the other favors separate national economic development, which would permit each country to determine its pattern and speed of growth. The prime reason for integration in the Comecon is economies of scale. Expansion of trade among the Comecon countries has difficult to achieve. Another important reason for the drive for integration is the need for technological progress. Soviet interest in integration. Obstacles to integration. The emerging pattern of integration. Political advantages of integration.

T 2640

(498) 337,9(4-11)

COMECON; Romanian views; by E. Dobrescu, I. Ionescu, R. Negru and A. Dragut. 35 p. A5 (Soviet and Eastern European foreign trade, New York, no. 3/4, Fall/Winter, 1972, p. 325. Lit. opg.).

E. Dobrescu: Principal bases of collaboration and socialist economic integration of Comecon countries (Scintea, August 9, 1971). I. Ionescu: Modalities of perfecting collaboration and cooperation among Comecon countries (Probleme economice, 1971, no. 10). R. Negru and A. Dragut: Collaboration and cooperation in the domain of scientific research among Comecon countries (Probleme economice, 1971, no. 4). 3 Fairly philosophical treatises on what the Comecon has done to further economic cooperation, and on in what such cooperation should be based.

T 2641

338 ECONOMIC STRUCTURE

338,01 THEORY OF PRODUCTION

See also: T 2619, T 2728

338,01

POKROPP, F. Aggregation von Produktionsfunktionen; Klein-Nataf-Aggregation ohne Annahmen uber Differenzierbarkeit und Stetigkeit, Berlin/Heidelberg, Springer, 1972. 107 p. A5. Bibliogr. (Lecture notes in economics and mathematical sys-

tems, vol. 74). 01/73 R.E. (DM. 16,-), ISBN-3-540-06019-7.

Ein Beitrag zur Klein-Nataf-Frage ob man, bei vorgegebenen Mikro-Produktionsfunktionen, Aggregate fur Gesamtoutput, Arbeit, und Kapital konstruieren kann, so dass eine Makro-Produktionsfunktion existiert, die von Verteilungsannahmen unabhängig ist, und dennoch mit den Mikrofunktionen vertraglich ist. In dieser Arbeit werden aber Stetigkeit (Gorman) oder Differenzierbarkeit (Nataf) nicht vorausgesetzt. Bei Mikro-Produktionsfunktionen werden lediglich nicht-negative Grenzproduktivitäten verlangt; Makro-Produktionsfunktionen sollen positive Grenzproduktivitäten haben. Aggregationsbedingen erweisen sich Nataf-Gorman ähnlich restriktiv. Implikationen, u.A. Summenstruktur und die notwendige Annahme voller Substituierbarkeit. (Bibliogr. 2 p.).

T 2642

338,01 339,233

WEIZSAECKER, C.C. VON. The temporal structure of the production process and the problem of the distribution of income between capital and labor. 21 p. A5 (The German economic review, Stuttgart, no. 4, 1972, p. 289. Lit. opg.).

Capital theory - 2 approaches. Relative capital requirements. Trends towards long-range planning - methods, organization, control, fixedness of factors of production. Human capital. Growing share of "metaproduction". Modern planning methods in the public sector, cost-benefit analysis. Growing pressure to prevent negative external effects.

T 2643

338,58 COSTS

338,58 330,173

CONN, D. The evaluation of social costs and benefits, 10 p. A4 (Industrial marketing management, Amsterdam, no. 1, October, 1972, p. 35. Lit. opg.).

A review of some of the basic considerations and tenets used in the evaluation of social costs and benefits. The criterion of Pareto optimality. Value of the Pareto criterion in comparison with other objective functions. Practical implementation of the Pareto criterion and its implications with regard to equity and the distribution of wealth. Problems of externalities. The problem of introducing time perspective. The choice of discount rate. Consumption and the satisfaction of needs. Environmental considerations. An alternative means of evaluating social

costs and benefits, (Résumé en français; deutsche Zusammenfassung). T 2644

338.97 ECONOMIC DEVELOPMENT
See also: T 2661

(517) 338.97

HYER, P. Mongolia's measured steps. 10 p. A4 (Problems of communism, Washington, November/December, 1972, p. 28. Geill.).

Although Mongolia remains heavily dependent on the Soviet Union, the M.P.R. has achieved recognition by some 50 governments, has gained admission to the U.N.O., and engaged in trade with two dozen states. History of Mongolia since 1911. Soviet influence. Consolidation after World War II. Broadening international contacts. Communism mongol-style. Modernizing the agrarian base. Growing sense of identity.

T 2645

(52) 338.97

BRZEZINSKI, Z. The fragile blossom; crisis and change in Japan. New York/Evanston, Harper & Row, 1972. 153 p. A5. Bibliogr. Tabn. (Harper torchbooks). 02/73. Nijh. f. 13.05. ISBN-06-131698-9.

A personal report on Japan, by a non-expert, who is broadly interested in foreign affairs. The purpose of a.o. A 6-months' stay in Japan in 1971 was to explore the question of how Japan is changing, and the domestic and international implications. I. Domestic developments: social patterns; political trends; economic prospects. II. International problems: Japan in search of an Asian or a world role; security and status; the relationship with the U.S. One of the conclusions: the sudden blossoming in Japan's development is a very fragile something, largely due to circumstances beyond Japanese control. (Bibliogr. 4 p.).

T 2646

(519.3) 338.97 327

ILPYONG, J. KIM and Rinn-sup Shinn. Changing perspectives in North Korea. 38 p. A4 (Problems of communism, Washington, no. 1, January/February, 1973, p. 44).

Ipyong J. Kim. Approach to economic development. Circum-

stances in the mid-1950's. Development strategy. Premier Kim Il Sung continues to believe that the ideological commitment and moral dedication of human beings can play a major part in the achievement of rapid economic growth. The new six-year plan. Rinn-sup Shinn. Foreign and reunification policies. History of relations between South- and North Korea. North Korea's expanding foreign relations. Dialogue with the South. T 2647

(71) 338.97 330.115.001.57

OFFICER, L.H., P.R. ANDERSEN and D.A. WILTON. Supply relationships in the Canadian economy; an industry comparison; publ. by the Michigan state university; Graduate school of business administration; Division of research. East Lansing, Mich., 1972. 173 p. A5. Graf. Lit. opg. Tabn. (MSU international business and economic studies). 03/73. R.E. (8.-- dollar). ISBN-0-87744-111-1.

The authors develop econometric models on a disaggregative industry basis for the Canadian economy. A. incorporate a set of micro studies, comparing the behavior of particular variables across industries. The industries examined are: agriculture; forestry; fishing and trapping; mining; durable and nondurable manufacturing; construction; transportation, storage and communication; public utilities; wholesale and retail trade; services; finance, insurance and real estate.

T 2648

338.972 BUSINESS CYCLES. ECONOMIC GROWTH
See also: T 2630

338.972 17.023

BOGNAR, J. Economic growth and the quality of life. 19 p. A5 (The new Hungarian quarterly, Budapest, no. 48, Winter, 1972, p. 33).

Problems connected with the quality of life leads us back to the classics of economics. These questions emerged once again in discussions connected with the welfare state and its rejection by a section of revolutionary youth, with various efforts and experiments in European socialist countries, as well as the concept of growth in developing countries. T 2649

(73) 338,972 312.2

SLY, D.F., and P.S.K. Chl. Economic development, modernization and demographic behavior; longitudinal analysis of mortality change (U.S.A.). 15 p. A5 (American journal of economics and sociology, Lancaster, no. 4, October, 1972, p. 373. Lit. opg. Tabn.).

This article examines how changes in mortality are associated with changes in structural and economic indicators. Indicators of economic well-being: disposable income, average hourly earnings. Indicators of structural organization: G.N.P., average price of electricity, per cent nonagricultural employees, number of medical school graduates. T 2650

(430,1) 338,972 338 : 63

HENRICHSMEYER, W. Economic growth and agriculture: a two-sector analysis (Westdeutschland). 17 p. A5 (The German economic review, Stuttgart, no. 4, 1972, p. 310. Grafn. Lit. opg. Tabn.).

Version of a neoclassical growth model, sectoral adaption. Specification of the model. Various growth factors. Results from basic model and actual developments. Model calculations. Potential expansion of the model set-up. T 2651

338,972 338,92 339,1 577,4 614,7 33:9

WILKINSON, R.G. Poverty and progress; an ecological model of economic development. London, Methuen, 1973, 225 p. A5. Lit. opg. 03/73, R.E. (2,60 pound). ISBN-416-08660-8.

The book challenges the whole structure of our thinking on how societies develop. The author demonstrates that the pursuit of progress is not the real driving force behind change. Economic development, he argues, is simply the escape route of societies caught in the ecological pincers of population growth and scarce resources. Cultural evolution. Ecological equilibrium. Disequilibrium and the stimulus to development. The structure of development. The English industrial revolution. Innovation and technical consistency. American economic development. Industrial societies: production and consumption. Explanation of underdevelopment. T 2652

338,974 CRISES, DEPRESSION

338,974 33:9 338,976

KINDLEBERGER, Ch.P. The world in depression, 1929-1939. London, Allen Lane The Penguin press, 1973, 336 p. A5. Bibliogr. Grafn. Tabn. 03/73, Nijh. f. 36,50. ISBN-0-7139-03120.

A detailed analytical account of the great economic depression, in which the author puts forward the view that the depression was so wide-spread, deep and prolonged not because of the deep disturbances to the system, but because the system itself was basically unstable, world economic leadership being in transit between U.K. and U.S., the one unable to lead, the other unwilling. Recovery from the First World War. The boom. The agricultural depression. The 1929 stock-market crash. The slide to the abyss. 1931. More deflation. The World Economic Conference. The beginnings of recovery. The Gold Bloc yields. The 1937 recession. Rearmament in a disintegrating world economy. An explanation of the 1929 depression. Relevance to the 1970's. Bibliogr. 14 p.). T 2653

338,984.3 PLANNING, NATIONAL ECONOMIC PLANS

See also: T 2657, T 2666

(44) 338,984.3

LION, B. Les programmes finalises dans le VIe plan (France). 57 p. A4 (La Documentation française; notes et études documentaires, Paris, nos. 3959/3960, février 5, 1973, p. 1. Tabn.).

Le VIe plan de développement économique et social (1971-1975) a prévu, à titre expérimental, la mise en place de 6 programmes finalises. Les 6 programmes intéressent les domaines suivants: les villes nouvelles, la sécurité routière, la prévention périnatale, le fonctionnement du marché de l'emploi, le maintien à domicile des personnes âgées, la protection de la forêt méditerranéenne. Les programmes finalises doivent permettre d'améliorer l'efficacité des actions entreprises tant au stade de la conception des programmes, qu'au stade de la réalisation. La procédure des programmes finalises. La mise en oeuvre. Programmes finalises et modernisation des administrations. T 2654

(498) 338,984.3 330,17

BERGHIANU, M. Romanian socialist planning in the context of the worldwide planning phenomenon. 38 p. A5 (Soviet and East-

ern European foreign trade, New York, no. 3/4, Fall/Winter, 1972, p. 263. Lit. opg.).

I. Socialist planning - the main area of the state's economic-organizational function, II. The Romanian concept of the plan, III. Concept of the plan in developed capitalist countries (the French and the Dutch concepts), IV. Developing countries opt for the plan, V. Socialist planning and capitalist planning do not converge, VI. The position of long-term socioeconomic planning. (Probleme economice, 1971, no. 4). T 2655

339 DISTRIBUTION AND CONSUMPTION OF WEALTH

339.233 INCOME, PRIVATE CAPITAL

See also: T 2643

(73) 339.233 331-052

HENLE, P. Exploring the distribution of earned income (U.S.). 12 p. A5 (Monthly labor review, Washington, no. 12, December, 1972, p. 16. Lit. opg. Tabn.).

From an analysis of U.S. Census data (1958-1970) the author concludes that in this period of steadily rising incomes there has been a slight but persistent trend to inequality. Part I presents these data. Part II discusses 3 forces contributing to the trend: changing personal characteristics of earners, changes in the characteristics of jobs, changes in rate of compensation. T 2656

(540) 339.233 338.984.3

GUPTA, S. The role of the public sector in reducing regional income disparity in Indian plans, 18 p. A5 (The Journal of development studies, London, no. 2, January, 1973, p. 243. Graf. Lit. opg. Tabn.).

An investigation into the role of the four Five Year Plans in regional development of the Indian Union. The weight given to the objective of "regional balance" in these Plans. The author outlines the "model frame" used to measure the regional concentration, or dispersion, of economic activities and the redistributive features of the Plan measures. The computational sequence of the model. Data processing. A. concludes that the public sector investment activities in India over the period 1950-66 have contributed to reducing the spatial income disparity in the country. T 2657

339.32 NATIONAL INCOME, NATIONAL ACCOUNTS

See also: T 2616

(4-11) 339.32 338 : 63 339.452

BANGO, J.F. Niveau de vie et revenu de la paysannerie en Europe de Sud-Est (1960-1970). 17 p. A5 (Documentation sur l'Europe centrale, Louvain, no. 4, 1972, p. 257. Tab.).

L'évolution du secteur agricole depuis la deuxième guerre mondiale en Europe de Sud-Est c'est-à-dire la Bulgarie, la Hongrie et la Roumanie. Données de base macro-économiques: surfaces utiles et étendus, population active en agriculture, les exploitations, taux d'investissement, etc. Reformes et concessions dans l'agriculture. Indices de niveau de vie. Sources des revenus différenciées dans l'agriculture. Sources principales de revenus de la paysannerie. Structure des prix appliquées dans le secteur rural. T 2658

(430.1) 339.32 380.113 382.5

BRITSCHKAT, G. Zur Abhängigkeit der Bruttoproduktion und der Importe von der Endnachfrage (Westdeutschland). 20 p. A4 (Wirtschaftskonjunktur, München, no. 1, Januar, 1973, p. 31. Lit. opg. Tabn.).

Das Mengenmodell von Leontief. Die Bruttoproduktionselastizitäten. Bruttoproduktionselastizitäten in bezug auf die Endnachfrage nach Erzeugnissen des Strassenfahrzeugbaus. Bruttoproduktionselastizitäten der Chemie. Die Importelastizitäten. Die sektoralen Importelastizitäten Importelastizitäten in bezug auf die Endnachfrage nach Erzeugnissen des Strassenfahrzeugbaus. Importelastizitäten für chemische Erzeugnisse. T 2659

351 GOVERNMENT LEGISLATION. PUBLIC SERVICES. REGULATIONS

351.77 GOVERNMENT HEALTH CARE

See also: T 2730

(51) 351.77 338.92

RIFKIN, S.B., and R. Kaplinsky. Health strategy and development planning: lessons from the People's Republic of China. 20 p. A5 (The Journal of development studies, London, no. 2,

January, 1973, p. 213, Fign. Lit. opg. Tab.).

The authors present an analytical paradigm by which to evaluate health and medical care services in underdeveloped countries. A. apply this framework to an analysis of the health and medical care policies within the framework of a cost-benefit analysis and argue that these policies are appropriate to China's factor proportions and health needs. The transferring of the Chinese services to other developing countries. T 2660

351.82 ECONOMIC POLICY
See also: T 2627, T 2678

(497.1) 351.82 338.97
BICANIC, R. Economic policy in socialist Yugoslavia, Cambridge, University press, 1973, 254 p. A5, Bibliogr. Tabn. (Soviet and East European studies). 02/73, R.E. (4,80 pound). ISBN-0-521-08631-0.

A survey of the economic development and policy of Yugoslavia 1918-1967 by the author, with a postscript on the economic system since 1965-1971 by M. Hanzekovic, and a reprinted bibliography of the writings of the author. The formation of the socialist sector, 3 models of planning in Yugoslavia. The evolution of the system of social control of the economic system. Industrialization. The policy of workers' income. Growth and investment policy. Foreign trade policy. Aid policy. Concept of economic development in Yugoslavia. (Bibliogr. 9 p.). T 2661

351.82:63 AGRICULTURAL POLICY

(430.1) 351.82 : 63 338.53
ORIENTIERUNGSKRITERIEN für die landwirtschaftliche Preis- und Einkommenspolitik; Gutachten des Wissenschaftlichen Beirats beim Bundesminister für Ernährung, Landwirtschaft und Forsten (Westdeutschland). 16 p. A5 (Berichte über Landwirtschaft, Hamburg/Berlin, no. 4, Dezember, 1972, p. 793, Lit. opg. Tabn.).

Orientierungskriterien, Sektorale Preis- und Produktivitätsmassstäbe, Ertrags- Aufwands-Vergleichen von Betriebsgruppen, Produktionskosten einzelner Erzeugnisse, Verbindlichkeit der verwendeten Orientierungskriterien. T 2662

368 INSURANCE

368.4 SOCIAL INSURANCE

(4) 368.4
LAURENT, A. Les prestations sociales dans les pays de la C.E.E. 68 p. A4 (La Documentation française; notes et études documentaires, Paris, no. 3961/3962, février, 1973, p. 1, Tabn.).

L'étude est consacrée à la comparaison des systèmes de sécurité sociale de six Etats du Marche et de la G.B. La structure, et l'évolution des systèmes en présence. Les personnes protégées. Les prestations sociales dans les systèmes continuentaux de sécurité sociale (regimes généraux: maladie, maternité, invalidité, vieillesse, survivants, risque professionnels, prestations familiales, chômage. Les prestations sociales du régime britannique de sécurité sociale. Le service national de santé. L'assurance nationale. Les avantages liés à une condition de ressources. Regimes applicables à certaines catégories socio-professionnelles. Financement. T 2663

381 DOMESTIC TRADE, INLAND (HOME) TRADE

381.71 TRADE TECHNIQUE

(52) 381.71 332,453.4
MENTE, B. DE. How to do business in Japan; a guide for international businessmen; publ. by the Pepperdine university; Center for international business. Los Angeles/California, 1972, 230 p. A5, 02/73 Nijh. f. 30,-.

This book describes both the psychology of the Japanese businessman and the mechanics of his system of doing business. It also describes steps foreign businessmen might take to improve their chances of success in Japan. The book offers a thought-provoking analysis of the salient features of trade between different countries and cultures. Problems facing Westerners doing business in Japan. The Japanese businessman. Profile of Japan's business world. Areas of friction between Japanese and American businessmen. Japanese consumer attitudes and the U.S. image. Penetrating the communications barrier. Joint ventures. Finding, hiring, and keeping employees. Peculiarities of Japanese unions. Japan's consumer market. Distribution problems. How the Japanese sell. Advertising. Public relations. Living in Japan. T 2664

382 FOREIGN TRADE, INTERNATIONAL TRADE

See also: T 2672

(4-11) (51) (73) 382

AGGARWAL, S., and C.M. Korth. Pitfalls and prospects of U.S. trade with communist countries, 12 p. A4 (California management review, Berkely/Los Angeles, no. 2, winter, 1972, p. 5. Lit. opg. Tabn.).

In the past year the prospects for greatly expanded trade between the U.S. and Eastern Europe and China have vastly improved. This article examines the economic prospects for greater trade and other transactions (such as turn-key projects and co-production arrangements) in light of the recent trade liberalization moves on both sides. The nature of East-West trade: the communist system and the U.S. system. Significance of East-West trade. Free world trade with communist nations. China's foreign trade. U.S. trade with the communist bloc. The difficulties of expanded trade. Favorable trade prospects.

T 2665

(498) 382 338.984.3

ROMANIAN foreign trade; by C. Fota, M. Lixandru, A. Puiu, a.o., 73 p. A5 (Soviet and Eastern European foreign trade, New York, no. 3/4, Fall/Winter, 1972, p. 203. Lit. opg. Tabn.).

C. Fota: Investment strategy and marketing in Romania (Marketing, 1971, no. 9/10), I. Patan: Romania in the context of international economic relations. (Probleme economice, 1971, no. 4). C. Burticx: Structural adaptations of Romanian exports to foreign market demand (Probleme economice, 1971, no. 9). M. Lixandru: Foreign trade: indicators and ways to increase its efficiency (Probleme economice, 1972, no. 3). A. Puiu: Growth factors in the competitiveness of Romanian products on foreign markets (Probleme economice, 1972, no. 1).

T 2666

6 APPLIED SCIENCES, MEDICINE, TECHNOLOGY

60 TECHNOLOGY, TECHNICAL PROGRESS

See also: T 2678, T 2685

60 337.9(4) 331.881

MARKMANN, H. Zielsetzungen und Mittel einer europäischen Politik der technologischen Entwicklung- aus der Sicht der Gewerkschaften, 12 p. A4 (W.S.I.-Mitteilungen, Köln/Rh.,

no. 2, Februar, 1973, p. 46).

Notwendigkeit einer gemeinschaftlichen Politik, Wachstum, Qualität des Lebens, Gewerkschaften und technischer Wandel. Aspekte der europäischen Technologiepolitik, Schwerpunkte. E.A.F.E. EURATOM, Institut für Erforschung der Umweltprobleme, Zentrale Informations- und Dokumentationsstelle, Selbständige Forschungseinrichtungen.

T 2667

620.9 GENERAL ECONOMICS OF ENERGY

(73) 620.9 339.5

POTENTIAL, The, for energy conservation; a staff study; publ. by the Office of emergency preparedness; Executive office of the President, Washington, U.S.G.P.O., 1972, 243 p. A5, Bibliogr. Grafn. Tabn. 02/73. Gr. Ruilb. K.B. (2,- dollar).

The object of this study is to suggest programs which would either improve on the efficiency with which energy is consumed, or minimize the consumption of energy, while providing the same or similar services to the consumer in the U.S. The emphasis is on the short term (1972-1975) and mid-term (1976-1980). The conservation refers to user conservation only. The report assembles the relevant information on energy consumption, (patterns of energy supply and demand, transportation, the residential and commercial sector, industry, electric utilities, energy conservation and environmental pollution, fuel savings and investment issues), recommends specific plans, and identifies the costs. (Bibliogr. 17 p.).

T 2668

621 MECHANICS AND ELECTRICAL ENGINEERING

621.311 ELECTRICITY

(5/9) 621.311 338.523 338.527

ELECTRICITY costs and tariffs; a general study; publ. by the United Nations; Department of economic and social affairs. New York, 1972. 230 p. A4. Grafn. Tabn. 02/73. (5,- dollar).

This U.N. report is intended as a practical guide from which effective electricity tariff may be formulated for use in developing countries. Cost accounting and tariff building are frequently neglected elements in the proper management of an electricity supply enterprise. I, Electricity supply costing, a.o. influences affecting costs, cost measurement, cost allocation, II, Elec-

tricity rate fixing, a.o. aspects of tariff policy, and the relationship between costs and prices for various type of rate, III. World-wide examples from 25 developed and undeveloped countries.

T 2669

622 MINING

622 338.92 339.6

SUTULOV, A. Minerals in world affairs. Salt Lake City, University of Utah printing services, 1972. 200 p. A5. Bibliogr. Graf. Krt. Tabn. 02/73. Nijh. F. 40,75.

The author argues that the management of the earth's deposits of mineral resources will play a large part in the political destiny of the world. A. offers an analysis of the complexities of the supply-demand relationships that exist between the world's three great political blocs: the western world, the communist world, and the third world. A. believes that the third world, although it does not rival the other two in terms of political or economic power, will play the deciding role in determining the outcome of the struggle. (Bibliogr. - 4 p.).

T 2670

625 ROAD-TECHNIQUE

625,711 ROADS, HIGHWAYS

(430,1) 625,711 658.36

SCHIELLHAASS, H-M. Die Berechnung der Stauungsabgaben auf Autobahnen (Westdeutschland). 27 p. A5 (Zeitschrift für Verkehrswissenschaft, Düsseldorf, no. 4, 1972, p. 210. Graf. Lit. opg. Tabn.).

Die Durchfluss-Geschwindigkeits-Funktionen. Die Variation der Betriebskosten aufgrund von Verkehrsstauungen - in D.M./100 km. Die Verkehrsmenge auf der B.A.B. Walldorf-Weinsberg. Ganglinien des Verkehrs. Berechnung der Stauungskosten. Berechnung der Grenzkosten. Die Höhe der Stauungsabgaben. Probleme der Erhebung der Stauungsabgabe. (Summary in English, resume en francais).

T 2671

63 AGRICULTURE, FORESTRY, STOCKBREEDING, FISHERIES

63.002,6 AGRICULTURAL PRODUCTS

(4) (4-11) 63.002,6 382

LITTMANN, E.-L. Zur Entwicklung des Handels mit landwirtschaftlichen Produkten zwischen Ost- und Westeuropa seit Beginn der fünfziger Jahre. 25 p. A5 (Berichte über Landwirtschaft, Hamburg/Berlin, no. 4, Dezember, 1972, p. 900. Lit. opg. Tabn.).

Geographische Verteilung des Aussenhandels mit landwirtschaftlichen Produkten. Struktur des Handels- Nahrungsmitteln. Vieh, Fleisch, Obst, Gemüse, Getreidehandel. (Summary in English, resume en francais).

T 2672

634 FRUIT CULTIVATION

634.8 VITICULTURE, GRAPES

(44) 634.8 663.2

PRODUCTIONS vegetales, Les, en France: la vigne et le vin. 82 p. A4 (La Documentation française; notes et études documentaires, Paris, no. 3956/57, janvier 22, 1973, p. 3. Bibliogr. Graf. Krt. Tabn.).

De 1862 à 1968, le vignoble français a marqué une régression de près de 1.000.000 d'hectares. La consommation du vin en France marque le pas. La culture de la vigne. Facteurs géographiques, géologiques et botaniques. La vigneification. La gamme des vins. Les vins spéciaux. Les grandes régions viticoles en France. Recolte totale de vin par départements en 1968. Le commerce français des vins. La vigne et le vin en Europe: dans la C.E.E., dans les autres pays européens. La vigne et le vin dans le monde. Consommation mondiale de vin. Le commerce international du vin.

T 2673

65.01 BUSINESS ECONOMICS, ORGANIZATION AND MANAGEMENT

65.01

ERSTER internationaler Kongress für betriebswirtschaftliche Organisation; von E. Kosiol, H. Wagenführ, E. Witte, u.a. 61 p. A4 (Zeitschrift für Organisation, Paderborn, no. 1, Januar,

Die Vorträge des Ersten internationalen Kongresses für betriebswirtschaftliche Organisation 1972, veranstaltet von der westdeutschen Akademie für Organisation. H. Lindelaub, Eröffnung und Begründung. E. Kosiol, Organisation - der Weg in die Zukunft. H. Wagenführ, Organisation und veränderte Umwelt. E. Witte, Innovationsfähige Organisation. N. Szyperski, Informationstechnologie und die Organisation wirtschaftlicher Systeme. R. Mayntz, Organisation und Zielsystem (Kurzfassung). J.-C. Thoenig, Organisation und Autorität. J. Wild, Organisation und Hierarchie. K. Bleicher, Auf dem Wege zu systemorientierten Organisationsformen.

T 2674

65,011.1 BUSINESS POLICY

See also: T 2632

65,011.1

STEINER, G.A. Social policies for business (U.S.). 8 p. A4 (California management, Berkeley/Los Angeles, no. 2, winter, 1972, p. 17. Lit. opg.).

While American business faces its most severe public disfavor since the 1930's, it is at the same time greatly beneficial as a force in American society. This paradox may be a result of a lack of clearly defined business responsibilities. This article establishes concrete guides for the individual company to help in its definition of social responsibilities. Changing views of social responsibilities of business. The social contract and social responsibilities. Socially responsible actions in the new social contract. Suggested company policies.

T 2675

65,011.1 65,012.65 658.114

ALCHIAN, A.A. and H. Demsetz. Production, information costs, and economic organization. 19 p. A5 (The American economic review, Evanston, no. 5, December, 1972, p. 777. Lit. opg.).

The following problems motivate the inquiry of this article: what is a team process and why does it induce the contractual form, called the firm. Team production. The classical firm. Types of firms: profit-sharing firms; socialist firms; the corporation; mutual and nonprofit firms; partnerships; employee unions. Team spirit and loyalty. Kinds of firms owned by the firm. Firms as a specialized market institution for collecting,

collating, and selling input information.

T 2676

65,011.56 AUTOMATION

65,011.56

SANTROND, R. Approche d'une technique d'évaluation des produits-programmes. 16 p. A5 (Reflets et perspectives de la vie économique, Bruxelles, no. 6, 1972, p. 437. Bibliogr. Fign.).

Le produit-programme: un ensemble homogène d'instructions à faire exécuter par l'ordinateur pour qu'il produise un travail déterminé. On distingue deux grandes familles de produits-programmes: les produits-programmes d'application et les produits-programmes utilitaires. Le choix d'un produit-programme. Critères d'adaptation technique. Critères d'adaptabilité au problème. Critères d'environnement. Les coûts directs, indirects et les performances. Les méthodes de choix.

T 2677

65,012.1 RESEARCH

See also: T 2687

(4) 65,012.1 351.82 60 65,012.2

LORFF, G. Die technische Entwicklung in Europa; staatliche Forschung und industrielle Innovation. Doffingen, Lexika-Verlag, 1972. 103 p. A5. Bibliogr. Grafn. Tabn. 02/73. Nijh. f. 19,50. ISBN-3-920353-60-9.

In den Ländern Europas werden Forschung und Entwicklung (R & D) durch staatliche Stellen, Forschungszentren, öffentliche und private Unternehmen, Hochschule und Institute durchgeführt. Der Autor gibt eine Uebersicht der staatlichen Bemühungen und Modalitäten der Forschungsaufträge: Italien, Frankreich, Bundesrepublik Deutschland, Belgien, Niederlande, Grossbritannien, Sowjetunion. Vergleich Deutschland-Frankreich. Problematik und Hemmnisse des technologischen Fortschritts, u.a. die mangelnde Koordinierung der Programme im E.W.G. (Bibliogr. 15 p.).

T 2678

65,012.1; 65,012.2 RESEARCH AND DEVELOPMENT

(42) 65,012.1; 65,012.2 65,012.65

JOHNSON, P.S. The role of cooperative research in British industry. 19 p. A5 (Research policy, Amsterdam, no. 4, Decem-

ber, 1972, p. 332, Lit. opg. Tabn.).

Research associations are a small part of the country's overall R. & D. effort. Some relationship between an industry's science base and R.A. R.A. members and interest. Economic forces are likely to channel cooperative activities into applied research and commercially nonsensitive areas. Contract research-expansion-financing. Present system of financing should be reviewed.

T 2679

65.012.122 OPERATIONS RESEARCH, LINEAR PROGRAMMING, a.s.o.

See also: T 2683, T 2702, T 2704, T 2712, T 2714, T 2715, T 2718, T 2720, T 2722

65.012.122

ECCLES, A.J., and D. Wood. How do managers decide. 12 p. A5 (The Journal of management studies, Oxford, no. 3, October, 1972, p. 291. Grafn. Tab.).

Decisions are the visible product of the managerial process, yet we know almost nothing about the real time context of managerial decision-making. This study attempts to remedy the deficiency by examining decision-making under the laboratory conditions permitted by using a business game as a research tool. In particular the analysis is directed at the way in which decision-making can be related to the learning processes, confidence levels and inherent management behaviour of the decision takers.

T 2680

65.012.122

FANDEL, G. Optimale Entscheidung bei mehrfacher Zielsetzung. Berlin/Heidelberg, Springer, 1972. 121 p. A5. Bibliogr. (Lecture notes in economics and mathematical systems, vol. 76). 01/73 R.E. (DM 16,-). ISBN-3-540-06064-2.

Darstellung, kritische Ueberprüfung und eigener Beitrag zur Formulierung des Vektormaximumproblems (ein neuer theoretischer Ansatz zur Lösung des Problems optimaler Entscheidungen bei mehrfachen Zielsetzungen). Wiedergabe und Kritik der Lösungsansätze zum Vektormaximumproblem (Zielprogrammierungsmodelle und Nutzenmodelle). Aus der Kritik folgt eine eigene Lösung. Sie beruht auf dem Nachweis der Äquivalenz von Vektormaximumproblem und K-parametrischer

Programmierung. Die Leistungsfähigkeit des entwickelten Konvergenzmodells wird an einigen konkreten Makro- und Mikroökonomischen Entscheidungsproblemen nachgewiesen. (Bibliogr. 4 p.).

T 2681

65.012.2 PLANNING, PROGRAMMING

See also: T 2678, T 2687, T 2694, T 2699

(73) 65.012.2 336.12

SCHOPEN, W. P.P.B.S.: Ansätze eines rationalen Entscheidungsmodells in Politik und Verwaltung in den U.S.A.; Anwendungsmöglichkeiten in der Agrarpolitik, 28 p. A5 (Berichte über Landwirtschaft, Hamburg/Berlin, no. 4, Dezember, 1972, p. 864. Fign. Lit. opg.).

P.P.B.S.: Die Verwendung knapper Ressourcen mit dem höchstmöglichen Gesamtnutzen. Notwendigkeit rationaler Entscheidungsmethoden. Das System von P.P.B.S. Ansatzpunkte der Systemanalyse in den U.S.A. Ansatzpunkte in der Agrarpolitik der Bundesrepublik. Organisatorische Konsequenzen. (Summary in English, resume en français).

T 2682

65.012.2 65.012.122

NETZPLANTECHNIK; Grundlagen-Methoden-Praxis; von R. Berg, A. Meyer, M. Müller, u.a.; hrsg. von der ETH; Betriebswissenschaftliches Institut, Zurich, Zurich, Verlag Industrielle Organisation, 1973. 296 p. A5. Bibliogr. Grafn. Tabn. (Schriftenreihe Was-Wie-Wo, Bd. 3). 02/73. R.E. (DM. 52,-). ISBN-3-85743-823-1.

Die Entstehung einer grossen Zahl von Varianten der Netzplantechnik hat zu einer gewissen Verwirrung geführt. Ziel dieses Buches ist es, einer systematischen Einführung und Zusammenstellung der möglichen Betrachtungsweisen zu bieten und die allgemeingültige Theorie klar von den methodenspezifischen Überlegungen zu trennen. Grundlagen der Netzplantechnik. Das Netzplan-Modell. Netzplan-Modell und Projektanalyse; Strukturanalyse; Zeitanalyse. Erweiterungen der Projektanalyse. Vorgangspfeil-Netzpläne. Vorgangsknoten-Netzpläne. Ereignisknoten-Netzpläne. Empfehlungen zur Netzplanbearbeitung. Einsatz der elektronischen Datenverarbeitung. (Bibliogr. - 15 p.).

T 2683

65,012,2 65,012,23

TUEBERGEN, F. Industrielles Management; strategische Lenkung durch technisch-wirtschaftliche Unternehmensplanung. Stuttgart, Poeschel, 1973. 318 p. A5. Bibliogr. Graf. Tabn. 02/73. R.E. (DM, 45,-). ISBN-3-7910-0137-X.

Dieses Buch erläutert die Unternehmensplanung aus technisch-wirtschaftlicher Sicht: die integrierte, zeitlich gestaffelte Darstellung der Planungselemente und deren praktische Anwendung in allen Unternehmensbereichen. I. Die Bedeutung der Verkaufsprognose für die Unternehmensplanung. Wert- und mengenmassige Prognose - Ziel moderner Marktforschung. Unternehmensplanung - Begriff und Inhalt. II. Die Planung der einzelnen Unternehmensbereiche. Die Vertriebsplanung. Die technische Planung. Die Einkaufsplanung. Planung von Forschung und Entwicklung. Personalplanung. Gewinnplanung. Finanzplanung. III. Plankoordination und Planungsforschung. (Bibliogr. - 12 p.). T 2684

65,012,23 BUSINESS FORECASTING. PREDICTING

See also: T 2684

65,012,23 60 65,012,6

PFEIFFER, W., und E. Staudt. Das kreative Element in der technologischen Voraussage; methodische Ansätze zu seiner Bewältigung. 18 p. A5 (Zeitschrift für Betriebswirtschaft, Wiesbaden, no. 12, Dezember, 1972, p. 853. Abfn. Lit. opg.).

Die gegenwärtige Diskussion zu Fragen der technologischen Voraussage beschränkt sich wesentlich auf die Rezeption der in den U.S.A. entwickelten und erstmals angewandten Techniken. Die Techniken, die stark rezeptartigen Charakter haben, werden beschrieben und Erfahrungen bei der Anwendung mitgeteilt und diskutiert. Theorie der technischen Entwicklung und Deduktionen für die technologische Voraussage. Grundstrukturen technologischer Voraussagen. Methodische Grundansätze der technologischen Voraussage. Das kreative Element. Bedingungen für den kreativen Prozess. Techniken der Kreativitätsförderung. T 2685

65,012,45 COMMUNICATION. BRIEFING OR INFORMING

65,012,45

VARDAMAN, G.T., and P.B. VARDAMAN. Communication in modern organizations. New York/London, Wiley, 1973. 516 p.

A5. Bibliogr. Graf. Tabn. (Wiley series in management and administration). 03/73. R.E. (5,-- pound). ISBN-0-471-90300-0.

This book gives practical guidance for learning the most important communication principles, procedures, and skills for use in modern organizations. While emphasizing the written communication, other valuable communications resources are also included. The PRIDE method - a proven method for assessing, planning, and carrying out any communication - is presented and applied throughout. Part I: PRIDE and written communication media. Part II: Communicating with PRIDE. Part III: Related communication resources. Part IV: Reference materials: Effective language in organizations. Part V: Specimens of actual organizational written communications. (Bibliogr. - 2 p.). T 2686

65,012,45 65,012,1 65,012,2 65,011,56

MASON, R.O., and I.I. Mitroff. A program for research on management information systems. 13 p. A5 (Management science, Baltimore, no. 1, January, 1973, p. 475. Lit. opg.).

This paper suggests a program of research in management information systems (M.I.S.) by means of identifying five general considerations for any M.I.S. design: psychological type, class of problem, method of evidence, organizational context and modes of presentation. It is argued that most research and development to date on M.I.S. has assumed only one underlying psychological type, one class of problem types, one or two methods of generating evidence, and one mode of presentation. Other states are suggested for all these key variables. The result is the outline of a systematic research program on M.I.S. T 2687

65,012,45 657,47

SPAETLING, D. Informationskosten und Zeit in der Theorie der Unternehmung. 24 p. A5 (Zeitschrift für Betriebswirtschaft, Wiesbaden, no. 10, Oktober, 1972, p. 693. Graf. Lit. opg.).

Versucht wird, ein Modell zu entwickeln, mit Hilfe dessen das Problem der Unsicherheit über die Absatzbedingungen einer Unternehmung und die mit der Verringerung dieser Unsicherheit entstehenden Kosten erfasst werden können. Die Analyse konzentriert sich auf ein Modell der Allokation begrenzter Zeit auf Produktionszeit einerseits und Zeit für Informationssuche

andererseits. Damit wird eine Möglichkeit aufgezeigt, allgemein ökonomische Phänomene und Prozesse bei Vorliegen unvollständiger Information zu analysieren. Informationssuche und realer Faktorinput; Kommentar von H. Milde zu dem Aufsatz von D. Spaetling. T 2688

65,012,614 MOTIVATION
See also: T 2708

65,012,614 65,012,4
LEVINSON, H. The great jackass fallacy; publ. by the Harvard University; Graduate school of business administration; Division of research, Boston, 1973. 178 p. A5. Lit. opg. 02/73. R.E. (7,- dollar). ISBN-0-87584-100-7.

The assumption that people are motivated by reward and punishment is deeply embedded in managerial practices and most behavioral science research. This assumption, which the author calls "the great jackass fallacy", is the root of much managerial difficulty. This book traces its course through a wide range of managerial practices and experiences. Various approaches to understanding man at work. Emotional toxicity of the work environment. On being a middle-aged manager. On the experience of loss. Management by whose objectives. Psychological roots of merger failures. Conflicts that plague family businesses. Revitalizing a bureaucracy. Organizational development versus organizational diagnosis. T 2689

65,014,1 FUNCTIONS AND TASKS

65,014,1 658,386
STEIN, C.I. Group-grope: the latest development bromide. 8 p. A4 (Personnel journal, Swarthmore, no. 1, January, 1973, p. 19, Lit. opg.).

The current training and development marketplace is glutted with new and dramatic programs, each heralded as the answer to the organization's needs. This article critically discusses the indiscriminate use of the group training process as an organizational development tool. The article is particularly critical of the spiraling degeneration of professionalism in areas which are inherently sensitive in nature. Management should be encouraged to reevaluate the theoretical basis, the validity, and the implications of sensitivity-oriented training as a developmental tool. T 2690

65,015,2 QUEUEING

65,015,2
BAGCHI, T.P., and J.G.C. TEMPLETON. Numerical methods in Markov chains and bulk queues. Berlin/Heidelberg, Springer, 1972. 89 p. A5. Bibliogr. Grafm. Tabn. (Lecture notes in economics and mathematical systems, vol. 72). 01/73. R.E. (DM. 16,-). ISBN-3-540-05996-2.

An effort to help bridge the gap between queuing theory and the handling of queuing problems in the real world. Practitioners of operations research have employed a number of techniques for this purpose, but numerical calculation of state probabilities might have merited more attention. This study is mainly devoted to a new numerical method of computing transient state probabilities for the imbedded Markov chains of queue length processes. An essentially abstract formalism based on Kingman is used to develop a numerical procedure, which is applied to a variety of problems. (Bibliogr. 6 p.).

T 2691

65,017 EXTENT OF ENTERPRISES, INDUSTRIES

(73) 65,017 658,155
GALE, B.T. Market share and rate of return. 12 p. A4 (The Journal of economics and statistics, Cambridge/Mass., no. 4, November, 1972, p. 412. Grafm. Lit. opg. Tabn.).

A theoretical and econometric examination of the effect of market share on the rate of return of selected firms operating in different market environments. It is shown that this effect depends on the degree of concentration and rate of growth in the industries in which the firm competes, and on the absolute size of the firm. The author concentrates on the interaction effects, and oligopoly situations. Data sources, construction of variables, and sample selection criteria. Analysis of the statistical results. T 2692

65,082 CONSULTANTS
See also: T 2696

(42) 65,082 65,012,4
DAVIDSON, F. Management consultants. London, Nelson, 1972. 138 p. A5. Bibliogr. Grafm. 02/73. Nijh. f. 28,55. ISBN-0-17-

The growth of management consultancy activities in the U.K. has given rise to a remarkable love-hate relationship between managers and consultants. This book examines the consultancy operation as it is in the U.K. in the early 1970's, and encourages a closer involvement, and a greater degree of mutual trust, between managers and consultants. The emergence of the consultant. The involvement of the manager. The new management techniques. Consultancy and professionalism. Training and background. Industrial specialisation. Industrial espionage. Consultants in production. Consultants in marketing. Consultants in data processing. Consultants in management recruitment. Management training schools. The academic in management. Consultants as managers. Consultants and the small company.

T 2693

657 ACCOUNTANCY. BOOKKEEPING

See also: T 2706

657.31 BUDGETS AND BUDGETARY CONTROL

657.31 336.12 65.012.2

PYHRR, P.A. Zero-base budgeting: a practical management tool for evaluating expenses. New York/London, Wiley, 1973. 231 p. A5. Grafn. Tabn. (Wiley series on systems and controls for financial management). 02/73. R.F. (6,50 pound). ISBN-0-471-70234-X.

This book outlines the philosophy and procedures of a revolutionary new planning and budgeting technique - zero-base budgeting - and describes the impact that this budgeting has on the planning and budgeting aspects of the management process, as well as on the entire management process. Implementation problems and benefits of zero-base budgeting. Managing the zero-base budgeting process. Zero-base budgeting and planning-programming-budgeting. Computer applications.

T 2694

657.37 BALANCE SHEETS

657.37 657.44

FAIR value accounting; by M.E. Barrett, H.C. Knortz, R.K. Mautz, a.o. 37 p. A4 (Financial executive, Brattleboro,

no. 1, special issue, January, 1973, p. 8. Bibliogr. Lit. opg.).

To focus attention on the use of fair value reporting and its effects on corporate management, financial executives institute sponsored a one-day workshop last year in New York. The workshop explored research now in progress, the current legal environment, and pro and con arguments regarding the use of "value" in financial statements. The material in this issue has been derived from the talks and discussions at the workshop. M.E. Barrett, Proposed bases for asset valuation, H.C. Knortz, The challenge of economic realism, R.K. Mautz, A few words for historical cost, H.J. Trienens, Legal aspects of fair value accounting, M. Backer, Valuation in The Netherlands: a real-life example. Some further comments.

T 2695

657.6 ACCOUNTANT

(4) 657.6 337.9(4) 65.082

KEUTGEN, G., et M. Huys, Vers la reforme du revisorat. 32 p. A5 (Revue de la Banque, Bruxelles, no. 1, 1973, p. 12).

Définition du revisorat. Le reviseur peut analyser, par les procédés de la technique comptable, la situation et le fonctionnement des entreprises tant au point de vue de leur crédit, de leur rendement et des risques qu'elles encourent qu'à celui des lois qui leur sont applicables. Historique de la législation du revisorat des 1948 en Belgique. Dans les pays de la C.E.E., le contrôle des comptes annuels des entreprises par des spécialistes indépendants est généralement obligatoire pour les sociétés anonymes. Analyse de l'intervention de ces spécialistes agissant en qualité de commissaires sociaux dans le cadre de la vérification des comptes annuels dans les pays de la C.E.E. La mission du commissaire-reviseur. Le commissaire-reviseur et le conseil d'entreprise. La tutelle des reviseurs d'entreprise.

T 2696

658 BUSINESS AND INDUSTRIAL MANAGEMENT

658.112.3 ESTABLISHMENTS, SUBSIDIARIES.
BRANCH OFFICES

See also: T 2727

658.112.3 331.1 332.453.4 382.14
MULTINATIONAL enterprise, The; ed. by J.H. Dunning. London, Allen & Unwin, 1971. 368 p. A5. Lit. opg. Tabn.

02/73, Nijh. f. 41,05. ISBN-0-04-330189-4.

This book is concerned with the impact of the multinational enterprise on the transfer of goods and factor inputs across national boundaries and the implication of this transfer on the welfare of nation states. Among the topics considered are: the multinational enterprise in a multiple currency world; the international transfer of technology; labour and the multinational enterprise; trade and the balance of payments; direct foreign investment and the less-developed countries; the internationalization of capital and the nation state; tensions with governments; and a case study of a multinational enterprise in Europe. (Contributions by J.H. Dunning, R.Z. Aliber, J. Behrman, a.o.). T 2697

658.112.3 332.6 658.15

MANSER, W.A.P. The financial role of multinational enterprises. London, Cassell, 1973, 176 p. A5, Bibliogr. Graf. Tabn. 02/73. R.E. (3,50 pound). ISBN-304-29197-8.

Along with other aspects of international companies' behaviour, that of their financial management has recently come under intensified scrutiny. This book presents an overall and authoritative picture of the financial role played by international companies, both in the developed and developing countries of the world. Part I, Financial dimensions. Effects on balances of payments. Effect on capital resources. Effect on financial markets. Part II, Financial management. The task of international financial management. Taxation. Exchange considerations. Recruitment of capital. (Bibliogr. - 3 p.). T 2698

658.112.3 65.012.2 65.012.3 65.012.4 658.14/17 658.8

PRAKASH SETHI, S. Advanced cases in multinational business operations. Pacific Palisades, (Cal.), Goodyear publ. comp., 1972, 499 p. A5. Geill. Graf. Lit. opg. Tabn. 02/73 R.E. (5,- pound). ISBN-0-87620-0048.

A multinational corporation operates under different sets of political, economic, and sociocultural environments from the national corporation. Through this series of real case studies, both the student and the business manager can develop a sensitivity to the issues involved. The cases presented cover all the major functional and operating aspects of multinational businesses, a variety of industries, products, and geographic

regions. 1. Environmental operating conditions; business government interface. 2. Organization and management. 3. Long-range planning. 4. Finance, investment, and operative controls. 5. Marketing management. T 2699

658.114.5 CONCERNS, HOLDING COMPANIES. SYNDICATES

(73) 658.114.5 658.155

WESTON, J.F., K.V. Smith, and R.E. Shrieves. Conglomerate performance using the capital asset pricing model (U.S.) 7 p. A4 (The Review of economics and statistics, Cambridge/Mass., no. 4, November, 1972, p. 357. Lit. opg. Tab.).

A review, and an extension, of empirical studies of the profitability performance of conglomerate firms. Special attention is devoted to recent articles examining this performance within the framework of the capital asset pricing model (Jensen, Westerfield, Smith and Schreiner). The authors extend the analysis by using the actual holdings of conglomerates and mutual funds (1960-1969) to calculate returns. Their performance is analyzed by 5 measures (the Sharpe, Treynor, and Westerfield measures, and 2 measures based on Jensen's performance index). Their findings support the case for well-run conglomerate firms. T 2700

658.14/17 FINANCE, FINANCIAL MANAGEMENT See also: T 2699

658.14/17 332.571

BURMEISTER, H. Currency turmoil: from chaos to an interpretable program in the financial environment. 13 p. A4 (California management review, Berkeley/Los Angeles, no. 2, winter, 1972, p. 33. Tabn.).

This study outlines a procedure of systematic analysis for successfully meeting threats from currency turmoil. Almost all businesses are affected by currency uncertainties, but few have developed the expertise to optimize their situations. This study describes how it can be done economically and efficiently. T 2701

658.14.012 65.012.122

GALLAHAN, J. An introduction to financial planning through

goal programming. 6 p. A4 (Cost and management, Hamilton, no. 1, January/February, 1973, p. 7. Grafn.).

Goal programming, an extension of linear programming, is especially suited to the consideration of decision problems with several, perhaps conflicting objectives. It has a wide variety of applications and is being used increasingly in business and social policy planning. This study illustrates its use in financial planning through a simple investment problem.

T 2702

658.152 INVESTMENT, CAPITAL ARRANGEMENT

(73) 658.152 332.67 336.2

AARON, H.J., F.S. Russek Jr., and N.M. Singer. Tax changes and composition of fixed investment: an aggregative simulation (U.S.). 14 p. A4 (The Review of economics and statistics, Cambridge, Mass., no. 4, November, 1972, p. 343. Lit. opg. Tabn.).

This paper reports results of model simulations of the impact of tax changes in the U.S. on housing, producers' structures, and producers' durable equipment. The Tax Reform Act of 1969. The Revenue Act of 1971. The investment sector of the F.R.B.-M.I.T. model. The relationships among various interest rates and rates of return. Model refinements (capital gains, stability of estimates). Tabulated results. Extensive comment.

T 2703

658.153 LIQUIDITY

658.153 65,012.122 65,012.4 ..

SPAETH, H., W. Gugesell and G. Grün. Ein lineares Programm für die kurzfristige optimale Liquiditätsdisposition in einem Grossunternehmen. 16 p. A5 (Zeitschrift für operations research, Würzburg, no. 6, 1972, p. B 191. Abfn. Grafn. Lit. opg.).

Es wird ein mathematisches Modell für das Problem der kurzfristigen optimalen Liquiditätsplanung entwickelt und dessen Implementation geschildert. Der NUTZEN DES Modells in der Praxis wird an Beispielen dargestellt. (Summary in English).

T 2704

658.153,012.7 CASH FLOW

658.153,012.7

LEMBRE, E. DE, Le cash flow, 18 p. A5 (Revue de la Banque, Bruxelles, no. 1, 1973, p. 45. Tabn.).

Aperçu du contenu possible de la notion "cash flow" ainsi que de ses formes, possible d'utilisation. Le cash flow en tant que montant des bénéfices après impôt et amortissements. Utilisation du cash flow dans les rapports annuels. Utilisation du cash flow comme instrument de financement. Utilisation du cash flow comme instrument de financement. Utilisation du cash flow en tant qu'instrument de placement, et en ce qui concerne l'évaluation de l'entreprise en cas de fusion. Le cash flow en tant que différence entre recettes et dépenses. Utilisation dans la théorie des investissements. Utilisation dans le domaine du financement. Calcul du cash flow en tant que solde entre recettes et dépenses.

T 2705

658.3 PERSONNEL MANAGEMENT

See also: T 2620

658.3 657

COOPER, A.A., and J.E. Parker. Human resource accounting: an examination. 6 p. A4 (Cost and management, Hamilton, no. 1, January/February, 1973, p. 21. Lit. opg.).

Increasingly, the management and accounting literature has stressed the need for human resources accounting. This article explores the subject with respect to several alternative fundamental theories of asset and income determination. Nature of human resources. Valuation of human resources: (1) economic value; (2) market value; (3) current replacement cost; (4) historical cost. Implications of human resource management.

T 2706

658.3-052.2 LEADERS, DIRECTORS

See also: T 2709

658.3-052.2 65,013 658.312

FIGORE, M.V., and P.S. STRAUSS. Promotable now, a guide to achieving personal and corporate success; third force psychology for young managers on the way up and the executives who must develop them. New York/London, Wiley, 1972. 244 p. A5, Bibliogr. Grafn. (A Wiley-Interscience publication).

03/73, R.E. (4,70 pound). ISBN-0-471-25905-5.

This book presents a new and dynamic approach to enhancing a manager's style. This concept shows how a manager's promotability can be determined by analyzing not only his basic attitudes but the way he acts. The authors also offer the career lattice - a workable model for bringing about lasting changes in attitude. I: The basics of promotability. II: Locating a manager on the career lattice. III: Moving to a more promotable posture. IV: Becoming promotable-now. V: Using career lattice concepts to develop others. VI: Dynamic organizations. (Bibliogr. - 3 p.).

T 2707

658.3-057.22 UNSKILLED WORKERS

(73) 658.3-057.22 65,012,614
FEIN, M. The real needs and goals of blue collar workers (U.S.). 8 p. A4 (The Conference board record, New York, no. 2, February, 1973, p. 26. Lit. opg. Tabn.).

A critical examination of a "Survey of working conditions" prepared for the U.S. department of labor. When the survey data are refined into occupation categories, it is seen that widely accepted findings about workers' needs and interests do not hold for blue collar jobs. Workers in each of three blue collar work categories hold pay higher than interesting work. And job-security comes ahead of that. Moreover, a study of foreign workers also shows that pay and job security are the unskilled workers' basic needs. The dissatisfactions of U.S. workers and the causes of worker discontent are shortly investigated.

T 2708

658.315.23 WORKS COUNCIL

(430.1) 658.315.23 658.3-052.2
ALEWELL, K. Mitbestimmung leitender Angestellter. 30 p. A5 (Zeitschrift für Betriebswirtschaft, Wiesbaden, no. 12, Dezember, 1972, p. 871. Abn. Lit. opg.).

Es wird aus betriebswirtschaftlicher Sicht untersucht, wie sich mögliche institutionalisierbare Formen der Mitbestimmung leitender Angestellter auf den Führungsprozess der westdeutschen Unternehmung auswirken. Nach der Charakterisierung der leitenden Angestellten interessiert im Kern, welche Formen der verstärkten Mitbestimmung in Frage kommen und wel-

che Aenderungen hierbei in den Entscheidungs-, Anordnungs- und Kontrollprozessen, insbesondere der zentralen Führung, zu erwarten sind. Es stellt sich die Frage, ob nicht eine weitgehende Neuregelung der Aufgaben und Besetzung der oberen Willensbildungszentren der Unternehmung anzustreben ist.

T 2709

658.323 WAGE SYSTEMS

658.323
CHARLES, A.W. Theory Y compensation. 8 p. A4 (Personnel journal, Swarthmore, no. 1, January, 1973, p. 12. Lit. opg.).

If results oriented or participative management techniques are to achieve maximum effectiveness, they must be supported by a compensation plan that reinforces these concepts. In far too many cases the compensation plan is geared to autocratic or task oriented management which detracts from effectively changing management practices. Properly constructed and implemented, a compensation plan can contribute to motivation and be a catalyst for management changes. Herzberg's thesis regarding movement and motivation. Using money to stimulate motivation: money must be related to job performance in a direct fashion.

T 2710

658.52,011.2:311,218 LEARNING CURVE

658.52,011.2: 311,218
VAYDA, T.G. How to use the learning curve for planning and control. 8 p. A4 (Cost and management, Hamilton, no. 4, July/August, 1972, p. 25. Grafn. Lit. opg. Tab.).

A knowledge of learning curve patterns should help the manager to plan and control his operations. This paper introduces the reader to the learning curve, and provides him with a basis for practical application. Basic relationships are expressed analytically and graphically, and certain variations of the basic learning curve are discussed. Also, the theoretical limitations of the learning curve are analyzed.

T 2711

658.624 NEW PRODUCTS

658.624 65,012,122 65,012,2
PESSEMIER, E.A., and H.P. Root. The dimensions of new prod-

uct planning, 9 p. A4 (Journal of marketing, Chicago, no. 1, January, 1973, p. 10. Afb. Grafn. Lit. opg. Tabn.).

This study examines the application of models employed in the analysis and planning of the four principal stages of new product management: search, screening, market structure analysis, and venture analysis. Emphasis is placed on the role these models play in improving information handling and organizational performance. T 2712

658.624 65.012.4
SKINNER, R.N. Launching new products in competitive markets; publ. by Associated business programmes Ltd, London, (Cassell, 1972, 184 p. A5. Grafn. Lit. opg. Tabn. 03773. R.E. (4,50 pound). ISBN-0-304-29082-3.

This book develops a systematic and practical approach to new product launching. Four types of new product are discussed: 1. Replacement for existing products, 2. Extensions to the existing range, 3. Additional products, outside the existing range, for sale in familiar markets, 4. Additional products for the sale in unfamiliar markets. The need for new products. The product life cycle. Forecasting future profit. Sources of new product ideas. The market research procedure. The problems of project assessment and the vital go / no go decision. Controlling development. Planning the launch. Field trials. Launch and follow-up. Detailed checklist. T 2713

658.626 BRANDS, BRANDED GOODS

658.626 65.012.122 659.113.252
JONES, J.M. A composite heterogeneous model for brand choice behavior, 11 p. A5 (Management science, Baltimore, no. 1, January, 1973, p. 499. Lit. opg.).

This paper proposes a new, more general model of consumer brand choice behavior. The model is a composite of the Bernoulli, Markov, and linear learning models, all of which have previously been proposed to represent brand choice behavior. The properties of the model are explored, and a parameter estimation technique is developed. A special case of the model is developed for situations in which insufficient data are available to estimate the parameters of the complete model. T 2714

658.7 PURCHASING, BUYING

658.7 65.012.122 658.2
HILL, R.W. The nature of industrial buying decisions, 11 p. A4 (Industrial marketing management, Amsterdam, no. 1, October, 1972, p. 45. Afb. Lit. opg. Tabn.).

Far too little research has been carried out to further our understanding of the nature of buying processes in industrial companies. This study outlines some of the influences that affect the nature of the buying decision, and attempts to build a primitive model. The buying stages. Reasons for purchasing. Novelty of purchase. Product considerations. The organisational environment. Psychological and sociological factors. "Multi-individual" customers. Generalized model of the industrial purchasing situation. Determining involvement in the purchasing decision. The place of the purchasing executive. (Resume en francais; deutsche Zusammenfassung). T 2715

658.71 658.8
KOTLER, P., and S.J. Levy. Buying is marketing too, 6 p. A4 (Journal of marketing, Chicago, no. 1, January, 1973, p. 54. Lit. opg.).

Marketing is widely viewed as a subject serving the interest of sellers. Buyers are typically studied from the perspective of helping sellers achieve their objectives. Earlier students of marketing studied both parties to the market transaction and how each pursued their marketing advantage. The buyer has a broad range of marketing strategies available to increase the chances of consummating the desired transaction. This article attempts to restore interest among marketing practitioners and scholars in the objectives and strategies of the buyer. T 2716

658.787 INVENTORIES, STORING, STOCK CONTROL

658.787 311.17
OLIVIER, G. Die statistische Prognose in der Lagerdisposition, 21 p. A5 (Zeitschrift für operations research, Würzburg, no. 6, 1972, p. B 169. Grafn. Lit. opg. Tabn.).

Die statistische Lagerabgangsprognose ist ein wichtiges Teilproblem bei der automatischen Lagerdisposition. In der be-

trieblichen Praxis werden meist heuristische Verfahren angewandt. In diesem Aufsatz wird das Prognoseproblem auf der Basis von empirischem Zahlenmaterial untersucht. Für ein Datenkollektiv wird die Genauigkeit einer optimalen Prognoseformel ermittelt. Es ergibt sich, dass eine einfache Prognoseformel, die nur die letzten 3 oder 4 Vergangenheitswerte berücksichtigt, im Hinblick auf Rechenaufwand und Prognosegenauigkeit optimal ist. (Summary in English). T 2717

658.787 65.012.122
SCHWARZ, L.B. A simple continuous review deterministic one-warehouse N-retailer inventory problem. 12 p. A5 (Management science, Baltimore, no. 1, January, 1973, p. 555. Grafh. Lit. opg. Tabn.).

A one-warehouse N-retailer deterministic inventory system is examined. The objective is to determine the stocking policy which minimizes average system cost per unit time over the infinite time horizon. Necessary properties of an optimal policy are derived, and optimal solutions for the one-retailer and N identical retailer problems are given. Heuristic solutions for the general problem are suggested, tested against analytical lower bounds and, on the basis of these tests, found to be near optimal. T 2718

658.8 MARKETING
See also: T 2699, T 2716, T 2728

658.8 380.1 380.13 658.8.012.1
TREIB, B. Marketing in Frage und Antwort; hrsg. von der Universität München; Seminar für Absatzwirtschaft, Berlin, Duncker & Humblot, 1972, 234 p. A5. Abfn. Lit. opg. (Veröffentlichungen. Ergänzungsband zu: Nieschlag-Dichtl-Horschgen. Marketing; ein entscheidungstheoretischer Ansatz). 01/73. Nijh. f. 22,95. ISBN-3-428-02783-3.

Dieses Buch ist der erste Ergänzungsband zum "Marketing"-Buch von R. Nieschlag, E. Dichtl und H. Horschgen ("Marketing; ein entscheidungstheoretischer Ansatz", 1972; See: T 118). Es werden jeweils zehn Fragen aus allen fünf Teilen des Marketing-Buches beantwortet. T 2719

658.8 65.012.122 659.1
RAY, M.L. A decision sequence analysis of developments in mar-

keting communication. 10 p. A4 (Journal of marketing, Chicago, no. 1, January, 1973, p. 29. Abfn. Lit. opg. Tab.).

The promotional and marketing communication efforts of a business can be greatly improved through proper application of behavioral and quantitative tools. This study documents the progress made in the implementation of marketing communication. First, marketing communication is defined in terms of an information gathering and decision sequence which links all elements of the communication mix. Second, the decision sequence and each of its steps is described in terms of the tools now available to decision makers. Finally, the impending developments in the field are discussed. T 2720

658.8.03 SELLING PRICES

658.8.03
COURTNEY, H.M. The limit price concept and its limitations for management accounting. 8 p. A4 (Cost and management, Hamilton, no. 5, September/October, 1972, p. 27. Grafh. Lit. opg. Tabn.).

The essence of the limit price concept is that management will select a return on investment target which will yield sufficient profit but which will not be high enough to invite entry into the industry by potential competitors. This paper explains and develops the concept of a limit price in order to show its relationship to the practices of target rate of return budgeting and normal overhead costing. T 2721

658.8.03 65.012.122
OXENFELDT, A.R. A decision-making structure for price decisions. 6 p. A4. (Journal of marketing, Chicago, no. 1, January, 1973, p. 48. Lit. opg.).

Pricing practice remains largely intuitive and routine. Research continues on how businesses should set prices. Most of these studies attempt to uncover the best methods rather than those in current practice. No researcher has overcome the difficulties of learning the basis on which group decisions are made and the "sensitive" reasons underlying many price decisions. This article examines some trends in pricing and the apparent gulf between pricing theory and practice. A pricing framework is presented to aid practitioners structure their important pricing decisions. T 2722

658.86 WHOLESALE TRADE

658.86 65.012.7

BUCKLIN, L.P. A theory of channel control. 9 p. A4 (Journal of marketing, Chicago, no. 1, January, 1973, p. 39. Grafn. Lit. opg.).

Manufacturer management of distribution involves the adjustment of the mix of product spatial availability, local promotion, final buyer price, and quality maintenance. Where middlemen are used in the channel, it also includes the design of control procedures to insure compliance with the desired mix. This study discusses the basic channel forces that cause manufacturers to seek control of middleman activities. Then, a model based upon a theory of authority describes the forces limiting the degree of control. Implications for further research and current channel management practice.

T 2723

659 PROPAGANDA, ADVERTISING, INFORMATION.
ADVICE
See also: T 2730

659.1 ADVERTISING
See also: T 2720

(73) 659.1 659.11

BANKS, S. Trends affecting the implementation of advertising and promotion (U.S.). 10 p. A4 (Journal of marketing, Chicago, no. 1, January, 1973, p. 19. Lit. opg. Tabn.).

This study discusses developments in or affecting advertising and promotion in the U.S. and their role in past, current, and future corporate structures. Emphasis is on the management, control, and coordination of these functions, as well as their relationship with other marketing activities of a firm. The first part of the study concerns the organizational function, location, and importance of advertising and promotion within the corporate structures of leading U.S. advertisers. The second part deals with the author's opinion survey of marketing and advertising executives about the role of advertising and promotion.

T 2724

659.113.252 CONSUMER BEHAVIOR
See also: T 2714

659.113.252 338.5 658.15

SCHMALENSSEE, R. Option demand and consumer's surplus: valuing price changes and uncertainty. 12 p. A5 (The American

economic review, Evanston, no. 5, December, 1972, p. 813. Graf. Lit. opg.).

Examination of the term "option value": the maximum amount a consumer with uncertain future preferences would be willing to pay for the option to purchase a particular commodity at a specified price. The basic state-preference approach employed in this essay and a theorem about the nature of risk aversion. A. proves that if certain markets do not exist, option value depends on the details of individual preferences and circumstances and may be either positive or negative. Examination of the implications of the analysis for government investment decisions.

T 2725

659.24 TECHNICAL INFORMATION

(73) 659.24 338.92

POATS, R.M. Technology for developing nations; new directions for U.S. technical assistance; publ. by the Brookings Institution, Washington, 1972, 255 p. A5, Grafn. Lit. opg. Tabn. 02/73 R.E. (7,50 dollar). ISBN-0-8157-7118-5.

An assessment of the opportunities and limitations surrounding technological attacks on key problems in each major sector of development in underdeveloped countries. Agriculture, Industry, Health, Nutrition, Population, Education. The author suggests research priorities and methods in the light of successful examples in both bilateral and multinational development programs. From this survey emerge proposals for change in the U.S. technical assistance effort.

T 2726

659.4 PUBLIC RELATIONS

659.4 658.112.3

DORNIS, P. Public relations der internationalen Unternehmung Grundlagen, Entscheidungsstruktur und Strategien. Meisenheim am Glan, Hain, 1971, 227 p. A5, Bibliogr. Grafn. (Die internationale Unternehmung, Bd. 4). 02/73, R.E. (DM, 39,60). ISBN-3-445-00875-2.

Begriff und Wesen der Public Relations. Die internationale Unternehmung als Unternehmenstyp. Das Öffentlichkeitsfeld

1118

der internationalen Unternehmung, Grundriss der Entscheidungsstruktur, international Public Relations, Erste Kontakte mit den Gastländern, Berücksichtigung der öffentlichen Meinung bei der Wahl der Investitionsform, Die Wahl des Standortes, Phasen der Kommunikationspolitik, Merkmale der Unternehmensgestalt, Gemeinschaftsunternehmungen in Gastländern, Personalwirtschaftliche Strategien, Verteilung der Forschungs- und Entwicklungstätigkeit, Sozialinvestitionen der internationalen Unternehmung, Kommunikationsmittel, (Bibliogr. - 34 p.).

T 2727

66 CHEMICAL AND ALLIED INDUSTRIES

66 665,5 338,01 339,3 658,8

ESTRUP, C. The planning of a petro-chemical complex, 12 p. A4 (Industrial marketing management, Amsterdam, no. 1, October, 1972, p. 57. Abn. Tabn.).

In this study, the author follows up his previous paper on Leontief's input/output technique ("Application of input/output techniques to chemical marketing problems" in "Industrial marketing management", no. 2, January, 1972, p. 187; See: T 248) with a description of a computerized model for the planning of petrochemical plants, to exploit indigenous oil and/or gas resources, in countries which are not customary producers of these energy-producing minerals. The study attempts to allow for: balance of payments, elasticity of demand, the development of exogenous demand, and cost/price considerations. (Résumé en français; deutsche Zusammenfassung).

T 2728

663/664 FOOD INDUSTRIES, FOODSTUFFS, BEVERAGES

(73) 663/664 658,78 658,86/.87 658,286,4

BLOOM, G.F. Productivity in the food industry: problems and potential. Cambridge, Mass./London, The MIT press, 1972. 314 p. A5. 1. lit. opg. 03/73. Nijh. f. 41,05. ISBN-0-262-02088-2.

A general analysis of the problems facing the food industry. The outlook for the food industry, Manufacturing and processing. Unitized shipment to stores, Packaging. The need for standardization. Transportation. Warehousing. Retailing. The electronic checkout. The advent of the super supermarket. Productivity and the law. Labor and productivity.

T 2729

663,974 CIGARETTES

(73) 663,974 351,77 659

HAMILTON, J.L. The demand for cigarettes: advertising, the health scare, and the cigarette advertising ban (U.S.J. 11 p. A4 9th the Journal of economics and statistics, Cambridge/Mass., no. 4, November, 1972, p. 401. Lit. opg. Tabn.).

An econometric estimation of the amount by which the U.S. cigarette consumption has been affected by cigarette advertising and by the health scare over smoking. During 1953-1970 the health scare depressed cigarette consumption considerably more than advertising boosted it. I. Econometric estimations of the demand function. II. The comparative effects of advertising and the health scare. III. The probable effects of the recent Congressional ban of broadcast advertising of cigarettes. IV. The probable anti-competitive effects of the advertising ban.

T 2730

665 OILS, FATS, WAXES

665,5 PETROLEUM, MINERAL OIL PROCESSING
See also: T 2728

(430,1) 665,5 351,82 : 383/388

JUERGENSEN, H. Entwicklungstendenzen im Mineralölverkehr; Entscheidungshilfen für eine problemgerechte Verkehrspolitik; unter Mitarbeit von D. Aldrup, J. Drenkhahn, K. Prah, u.a.; hrsg. von der Universität Hamburg; Institut für Verkehrswissenschaft. Göttingen, Vandenhoeck & Ruprecht, 1972. 169 p. A5. Bibliogr. Krtm. Tabn. (Verkehrswissenschaftliche Studien, Bd. 20). 02/73. R.E. (DM. 50,-).

Diese Studie fragt nach den Zusammenhängen zwischen Nachfrage und Produktionsstruktur in der Mineralölwirtschaft in der Bundesrepublik Deutschland, 1970-1980, und leitet daraus deren Verkehrsnachfrage (Pipeline u.a. Verkehrsmittel) ab. Die Leistungs-, Kosten- und Marktstrukturen im Mineralölverkehr werden auf diese Nachfragestruktur und ihre Entwicklung projiziert. Strukturwandel und Struktur Anpassung. Wettbewerbslage und Preisbildung (Rohölverkehr, Mineralölproduktenverkehr). Schliesslich wird geprüft ob die Durchsetzung dieser neuen Strukturen im Rahmen der Einbettung in die herkömmlichen verkehrspolitischen Konzeptionen möglich erscheint. (Bibliogr. 10 p.).

T 2731

7 THE ARTS, ARCHITECTURE, ENTERTAINMENT,
a.s.o.

711 REGIONAL PLANNING

711.4

URBAN Issues II; by A. Charnes, G. Kozmetsky, T. Ruefli, a.o.
130 p. A4 (Management science, Rhode Island, no. 4, applica-
tion series, December, 1972, p. P-1. Affn. Lit. opg. Tabn.).

This is the sequel to Urban Issues I ("Some papers on urban
planning, information, goals and implementation" in "Manage-
ment science", no. 12, August, 1970, p. B-711; See: R 2051).
Information requirements for urban systems. Citizen infor-
mation systems: Using technology to extend the dialogue be-
tween citizens and their government. A simulation of muni-
cipal zoning decisions. The delivery of ambulatory care to the
poor. An application of operations research to school desegre-
gation. Methods for allocating urban emergency units. (Contri-
butions by A. Charnes, G. Kozmetsky, T. Ruefli, a.o.). T 2732

(42) (492) 711.4

HUTTMAN, J.P., and F.D. Huttman. Dutch and British new
towns: self-containment and socio-economic balance. 8 p. A4
(Growth and change, Lexington, no. 1, January, 1973, p. 30.
Lit. opg.).

Advantages of self-containment. Advantages of social balance.
The Dutch new towns; Lelystad, founded in 1967, and a planned,
but as yet undeveloped, southern polder town, closer to Am-
sterdam. British new towns; East Kilbride, Scotland, establish-
ed in 1947. Lessons from experience. T 2733

(73) 711.4 333.322.3

WEICHER, J.C. Urban renewal; national program for local
problems; publ. by the American enterprise institute for pub-
lic policy research. Washington, 1972. 96 p. A5. Bibliogr. Tabn.
(Evaluative studies, nr. 4, December, 1972), 03/73 R.E. (3,- dol-
lar).

An overall evaluation of the U.S. urban renewal program 1949-
1971. Development of the program: various approaches. The
process of urban renewal. The economic efficiency of residen-
tial renewal. Who gains and who loses. Rehabilitation. Non-
residential renewal. New "new directions" in urban renewal.

Conclusion: from the national standpoint the costs have gen-
erally outweighed the benefits, and the program has made poor
people worse off, and well-to-do people better off. (Bibliogr.
and notes 8 p.). T 2734

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The filing cards can be consulted in the Library of the Economic Information Service,
151 Bezuidenhoutseweg, The Hague

Netherlands School of Economics,
50 Burgemeester Oudlaan, Rotterdam

State University of Groningen, Faculty of economics, 23 Oude Boteringestraat, Groningen

Technological University Twente, Campus THT, Drienerlo, Enschede

Tilburg School of Economics, 225 Hogeschoollaan, Tilburg

University Faculties, St. Ignatius, 13 Prinsstraat, Antwerpen (Belgium) and in the

Library of Commerce and Economics, 444-446 Keizersgracht, Amsterdam

